

ABSTRACT

To date the ability to send out targeted, personalized information via mobile data service makes mobile phones an exciting marketing channel. The main concerns are consumer acceptance and the effectiveness of advertising using mobile phone as a media. To date little research has been done on advertising effectiveness to guide business practitioners in their creation of value from advertising via mobile data service. Therefore, to overcome this gap the need to increase knowledge in these areas is substantial.

This study has been done based on traditional and online advertising effectiveness literature reviews. The study aims to explore effective advertising over mobile phone with comparison between different message characteristics in terms of Short Message Service (SMS) and Multimedia Messaging Service (MMS), and different situational factors in terms of ad repetition. With SMS, the ad message will have simpler format while MMS can provide multimedia, graphics, and animations. The message contained movie preview information. For ad repetitions, the individual mobile user received two messages in total during a two-week period. The respondents were divided into those who were exposed to one SMS, two SMS, one MMS, and two MMS. The study compares the results of these four groups. In addition, due to the mobility of the medium the study included the situation when receiving messages. This is not part of the previous study to seek the differences in advertising effectiveness between different situations that the mobile users are in when they receive messages.

The measures for advertising effectiveness are Ad Awareness, Brand Awareness, Brand Attitude, Purchase Intention, and Actual Purchase. In addition, the study includes Message Forwarding Intention and Actual Message Forwarding measures that are not part of the previous study but raised by business practitioners who are interested in and supported this research. The introduction of these variables allows for future research to have more a elaborated study over whether Message forwarding Intention and Actual Message Forwarding can be an indicator to measure effective advertising on mobile phone. The results of this research were obtained from a qualitative survey, with the use of a telephone call questionnaire.

For message formats, the result shows that MMS increases brand attitude, brand purchase intention, message forwarding intention, and actual purchase. Product purchase intention and actual message forwarding shows no difference between SMS and MMS but for ad awareness those who received SMS are more aware of the ad compared to those who received MMS. For message forwarding intention, the results show that the MMS format shows higher message forwarding intention than SMS. The result shows no difference between SMS and MMS formats on the actual message forwarding. For ad repetitions, the result shows that during a two-week period sending two messages increases ad awareness but does not appear to have stronger effect on other variables. In the case of situations when receiving a message, the results are invalid due to too many cells having lower than expected cell counts in the cross-tabulation. As a result, this test has to be voided. It is recommended to do future research on this variable to correct the problem, as addressed in the section on the implications of this research. Finally, Message Forwarding Intention and Actual Message Forwarding were found to play an important role in measuring effective advertising on mobile phones. 83.8% of respondents actually forwarded the messages. This implies that 83.8% of the messages were referred to another without any extra cost to an advertising agency.